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Award

## **VEAT Notice Intention to award a 12-month extension to an existing public services contract for the provision of Prospective Student Engagement and Conversion Services for the University of Keele**

The University of Keele

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-029643

Procurement identifier (OCID): ocds-h6vhtk-049b62

Published 17 September 2024, 11:02am

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

The University of Keele

Procurement Office, Directorate of Finance, Innovation Centre 1, Keele University  
Science and Innovation Park,

Keele, Staffordshire

ST5 5NB

#### **Contact**

Darren Pearce

#### **Email**

[d.pearce@keele.ac.uk](mailto:d.pearce@keele.ac.uk)

#### **Telephone**

+44 1782734124

**Country**

United Kingdom

**Region code**

UKG24 - Staffordshire CC

**Companies House**

Company number RC000655

**Internet address(es)**

Main address

<https://www.keele.ac.uk>

Buyer's address

<https://in-tendhost.co.uk/universityofkeele.aspx/Home>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

VEAT Notice Intention to award a 12-month extension to an existing public services contract for the provision of Prospective Student Engagement and Conversion Services for the University of Keele

Reference number

KU/289/LJE/CD/2020

#### **II.1.2) Main CPV code**

- 800000000 - Education and training services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Intention to award a 12-month extension to an existing public services contract for the provision of Prospective Student Engagement and Conversion Services for the University of Keele.

The contract extension will cover the period 1st October 2024 to 30th September 2025.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £429,960

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 796000000 - Recruitment services

#### **II.2.3) Place of performance**

NUTS codes

- UKG24 - Staffordshire CC

#### **II.2.4) Description of the procurement**

During the 12 month extension period to the existing contract, the University will undertake an advertised competitive tendering process to award a new three-year contract for the provision of Prospective Student Engagement and Conversion Services commencing on 1st October 2025 and running until 30th September 2028.

The Contract Notice for the procurement of the new three-year contract will be published on the Find a Tender Service website no later than February 2025.

The University reserve the option to commercially appraise the benefit of bringing the existing service provision in-house.

#### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Negotiated without a prior call for competition

- New works/services, constituting a repetition of existing works/services

Explanation:

UniQuest is unique in providing a thoughtful and tailored managed student conversion and engagement service for UK higher education institutions (HEIs) to improve the quality, quantity and diversity of both domestic and International students.

UniQuest is now supporting over 45 universities in the UK, Europe, and North America - consistently delivering YOY results to satisfied partners. UniQuest is best placed to continue to service Keele's prospective students across the student journey as proven in 2023 when Keele achieved the Best Enquiry Experience by utilising the services underpinned by UniQuest. UniQuest performs the services by utilising specialised technology, sector expertise from the people they employ to optimise the best student journey for Keele.

The 12 month extension to the existing contract will be carried out under a change control notice for the purpose of allowing the University to meet the critical need for continuity of service provision and enable time for the University to undertake an advertised competitive tendering process to award a new three-year contract for the provision of Prospective Student Engagement and Conversion Services commencing on 1st October 2025 and running until 30th September 2028.

The Contract Notice for the procurement of the new three-year contract will be published on the Find a Tender Service website no later than February 2025.

The University reserve the option to commercially appraise the benefit of bringing the existing service provision in-house.

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section V. Award of contract/concession**

A contract/lot is awarded: Yes

## **V.2) Award of contract/concession**

### **V.2.1) Date of conclusion of the contract**

17 September 2024

### **V.2.2) Information about tenders**

The contract has been awarded to a group of economic operators: No

### **V.2.3) Name and address of the contractor/concessionaire**

Uni-Quest Limited

77 Sidney Street,

Sheffield, South Yorkshire

S1 4RG

Country

United Kingdom

NUTS code

- UKE32 - Sheffield

Companies House

Company Number 08640061

Internet address

<https://www.uni-quest.co.uk>

The contractor/concessionaire is an SME

Yes

### **V.2.4) Information on value of contract/lot/concession (excluding VAT)**

Total value of the contract/lot/concession: £429,960

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

High Court of England and Wales

Royal Courts of Justice, Strand,

London

WCA2 2LL

Country

United Kingdom

Internet address

<https://www.justice.gov.uk>